

PERSONALIZED AGENT FOR WEBSITE DIRECTION

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Abstract of the Disclosure

An apparatus, program product, and method provide personalized assistance to a user navigating locations on a hyperlinked network, such as websites on the public internet or a private intranet. The system enabling this method is comprised of two websites: an Agent Link Creation Website and an Agent Website. The first one creates a customized Agent Link which points to the second one. Using a web browser, the user saves the customized Agent Link, for example on a menu bar or in a bookmark list, and later uses it whenever desired. The Agent Link transfers the user's web browser to the Agent Website and delivers two key types of information: the link address of the web page the user was viewing, and a set of information personalized to the user. The Agent Website uses that information and may present the user relevant information of potential interest, possibly including where to go next. Alternatively it may automatically transfer the user to a different location.

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